

AUTOMOTIVE

Lamborghini personalizes paint jobs with AI-powered technology

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Lamborghini's Urus paint shop. Image credit: Lamborghini

By STAFF REPORTS

Italian automaker Lamborghini is leveraging artificial intelligence to create more color customization offerings for its customers.

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The brand has opened a new paint shop in its Sant'Agata Bolognese factory for its Urus sport utility vehicle. While leaning on digitization, the "Factory 4.0" concept also focuses on human-led craftsmanship.

Paint personalization

Lamborghini is looking to capture the SUV market with its Urus, which keeps up its sports car look and feel.

The Urus is what Lamborghini is calling the world's first SSUV, a Super Sport Utility Vehicle that is considered the fastest SUV in creation. Unveiled in late 2017, the automaker claims it can reach speeds upwards of 190mph ([see story](#)).

Ahead of the launch of the Urus, Lamborghini expanded its production facilities in Sant'Agata Bolognese, building dedicated factory lines for the SUV. The paint shop was the last piece of the factory expansion, which resulted in the doubling of Lamborghini's plant to 1.7 million square feet from 8,600,000 square feet in 2016.

Lamborghini says that the new paint shop offers an unlimited color selection. In addition to picking from existing paints in special, matte or standard finishes, consumers can commission unique hues through an Ad Personam program.

Making it their own, consumers can also add graphics to their cars.

Lamborghini's paint shop

While a key focus of the paint shop is digitization and AI, Lamborghini has also boosted its human workforce, hiring 200 employees. The automaker has launched a training program for both the specialized new hires and existing workers.

Lamborghini wants to keep pushing the envelope of innovation as the luxury automotive industry sees more

investment in sport utility vehicles and electric models.

Speaking at Bloomberg's The Year Ahead in Luxury conference on Nov. 29, an executive from Lamborghini explained that as an organization, the automaker always wants the next sports car to be better than the previous iteration. Ideas from across the company's hierarchy have contributed to the marque's success ([see story](#)).

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